

Linen Table Cloths  
worth up to \$2.25  
In this Sale  
\$1.18  
each

Ladies Lawn Waists  
worth \$1.50  
In this Sale  
89¢

Ladies Lawn Waists  
worth \$1.50  
In this Sale  
89¢

Ladies Dressing Gowns  
worth \$1.50  
In this Sale  
89¢

Ladies Dressing Gowns  
worth \$1.50  
In this Sale  
89¢

Ladies Dressing Gowns  
worth \$1.50  
In this Sale  
89¢

Ladies Dressing Gowns  
worth \$1.50  
In this Sale  
89¢

Embroideries  
worth up to \$1.50  
In this Sale  
5¢

Val. Laces  
worth up to \$1.50  
In this Sale  
3 1/3¢

Hemmed Pillow Cases  
Value 12 1/2¢  
In this Sale  
7 1/2¢

Hemmed Pillow Cases  
Value 22 1/2¢  
In this Sale  
11¢

Hemmed Pillow Cases  
Value 65¢  
In this Sale  
36¢



# Auerbach's Price-Reducing Clearing Sale



Enters Upon Its Second Week Tuesday

With Price Reductions That Have Been Made  
in Total Disregard of Cost or Former Values

It's a selling event which is not alone creating widespread interest among the buying public, but is also causing many shrewd merchants to marvel at the exceptional values we offer on this season's finest merchandise. It's a mighty channel through which we annually send a flood of bargains into Salt Lake homes, and this season's sale brings the greatest collection of seasonable merchandise we have ever offered in a clearance sale. We have simply made a clean sweep of our reserve rooms, searched our shelves and selling sections and marked every item by a system of price making which is blind to cost or values. Everything in Every Department Is Booked for Immediate Sale. A Million Bargains Proclaim This Sale Salt Lake's Greatest Money Saver. Read Every Item—Every Line of This Matchless Bargain Page, and Come Prepared to Reap the Benefit of These Tremendous Price Reductions.

## THE SECOND WEEK OF THE GREATEST CLEARING SALE

### OF WASH GOODS

Slashes Prices to About Half What They Should Be. We are determined to dispose of all our Summer Fabrics, no matter how great the Loss. The Savings will surprise the most experienced shoppers.

10c DRESS LAWNS; go at, a yard	3 1/4c
12 1/2c PERCALES; go at, a yard	6 1/2c
15c ZEPHYR GINGHAMS; go at, a yard	7 1/2c
15c SUMMER WASH FABRICS; go at, a yard	7 1/2c
20c SUMMER WASH FABRICS; go at, a yard	9 1/2c
25c SUMMER WASH FABRICS; go at, a yard	11 1/2c
30c SUMMER WASH FABRICS; go at, a yard	14 1/2c
40c SUMMER WASH FABRICS; go at, a yard	21c
UP TO 75c SUMMER WASH FABRICS; go at, a yard	27c

## THE SECOND WEEK OF THE GREATEST CLEARING SALE

### OF WHITE GOODS

The Price Knife is busy here. The entire stock at ridiculously low prices. Not often Price Chances like these.

1,000 YARDS WHITE INDIA LINON, value 40c; go in this sale, per yard	21c
100 PIECES ENGLISH LONG CLOTH, 12 yards in each bolt, worth \$1.50; go in this sale, per bolt	88c
100 PIECES WHITE ENGLISH NAINSOOK, 12 yards in each bolt, worth \$3.50; go in this sale, per bolt	\$1.89

## THE SECOND WEEK OF THE GREATEST CLEARING SALE

### Of Curtains and Linens

Plays havoc with former prices. Both Stocks go at Price Littlestness that will astonish you. Lively Selling will reduce this Stock in a Hurry and early comers will get first Choice.

20c TABLE LINENS; go, per yard	16c
50c TABLE LINENS; go, per yard	24c
60c TABLE LINENS; go, per yard	36c
\$2.00 LACE CURTAINS; go, per pair	99c
ALL TOWELS, ALL NAPKINS, ALL FINER TABLE LINENS AT QUICK EXIT PRICES!	

ESTABLISHED 1864

# J. Auerbach & Co.

ONE PRICE TO ALL NEVER UNDERSOLD

## THE SECOND WEEK OF THE GREATEST CLEARING SALE

### Of Women's Fine Dresses, Tub Suits and Coats

For the Women who know Ready-to-Wear Garment Values—who compare sensible judging quality, Style and Workmanship as well as Low Prices—will be eager Buyers here this week. Such Radical Reductions can hardly fail to make this the most memorable of all July Bargain Days.

### Radical Reductions on Tub Suits.

\$25.00 3-piece Tub Suits; in this sale	\$12.45
\$18.00 3-piece Tub Suits; in this sale	\$7.15
\$10.00 Tub Suits; in this sale	\$4.95

### Radical Reductions on Dresses.

\$35.00 Linen and Lingerie Dresses; in this sale	\$17.45
\$25.00 Lingerie Dresses; in this sale	\$11.95
\$10.00 Figured Lawn Dresses; in this sale	\$4.95

### Radical Reductions on Coats

\$30.00 Full Length Pongee Coats; in this sale	\$15.95
\$25.00 Full Length Pongee Coats; in this sale	\$11.95
\$15.00 Lace and Net Coats; in this sale	\$6.95

## THE SECOND WEEK OF THE GREATEST CLEARING SALE

### Of Millinery

Half Price, One-Third Price, One-Fourth Price, and Even Less.

For Fine Hats, and just such hats as fashionable women demand. \$4.75 Hats go in this sale, at—

\$1.98

## THE SECOND WEEK OF THE GREATEST CLEARING SALE

### Of Boys' Clothing and Gents' Furnishings

Promises to eclipse the first week. Cut Prices Cut Again. Here's Bargain Evidence:

### GENTS' FURNISHINGS

75c Silk Lisle Half Hose, plain color and hand-embroidered effects; in this sale, per pair	29c
\$1.00 Men's Shirts, plain or pleated, with attached or detached cuffs; in this sale	50c

### BOYS' CLOTHING

\$5.00 summer weight Wool Suits, in a variety of neat patterns; in this sale	\$2.48
\$10.00 Suits, knickerbocker and regular styles, the choicest of the season; in this sale	\$4.95

## THE SECOND WEEK OF THE GREATEST CLEARING SALE

### OF SILKS AND DRESS GOODS

Cut Prices Cut Deeper to Move Them Quickly—Time Means Money on This Occasion, so Hurry

\$1.50 Colored Messaline, 27 inches wide; special, at yard	88c
50c Satin Striped Challies, Special at, yard	32c
\$1.25 Black Taffeta, 36 inches wide; special at, yard	79c
85c Dress Goods and Wool Challies, In this sale, yard	49c
\$1.75 Satin Messalines, 36 inches wide; in this sale, yard	98c
\$1.50 Silk and Wool Lansdowne, In this sale, yard	\$1.15

## THE SECOND WEEK OF THE GREATEST CLEARING SALE

### OF ALL MUSLIN UNDERWEAR FOR LADIES AND CHILDREN.

Every Item in this Stock is being offered at Prices in Every Instance Less than the Cost of Materials and Trimmings.

CHILDREN'S DRAWERS of good muslin, several 20c grades, in all sizes; go in this sale, at	10c
CHILDREN'S DRAWERS of best muslin, with deep embroidery ruffle and tucks, all sizes; best 40c grade, at	25c
LADIES' CORSET COVERS of fine crossbar, lace or embroidery trimmed, all sizes; 75c grades in this sale	49c
CAMBRIC CORSET COVERS, embroidery trimmed, 35c grade, all sizes; in this sale at	19c

LADIES' GOWNS	LADIES' SKIRTS
75c quality in this sale	\$1.25 grades in this sale
\$1.25 quality in this sale	\$2.25 grades in this sale
\$1.50 quality in this sale	\$3.50 grades in this sale
\$2.00 quality in this sale	\$5.00 grades in this sale
\$1.35	\$3.25

ALL CORSETS GO IN THIS SALE AT LESS THAN MANUFACTURERS' PRICES.

## THE SECOND WEEK OF THE GREATEST CLEARING SALE

### OF ALL INFANTS' WEAR

Everything for babies wear at price reductions to make them the greatest sale bargains you've ever heard of.

INFANTS' LONG DRESSES	INFANTS' SHORT DRESSES
Regular 75c grades 50c	Regular 40c dresses 25c
Regular 1.25 dresses 85c	Regular 75c dresses 50c
Regular 1.50 dresses 1.00	Regular 1.25 dresses 75c
Regular 2.00 dresses 1.25	Regular 1.50 dresses 1.00

## THE SECOND WEEK OF THE GREATEST CLEARING SALE

### OF SHOES

Selling every remaining Pair out regardless of Cost or Value—at Less than making alone cost, and now you get the Benefit.

BOYS' SHOES, sizes 9 to 13, value \$2.00; in this sale, per pair	\$1.20
LADIES' KID OXFORDS, cloth or kid tops, value \$2.25; in this sale, per pair	\$1.65
LADIES' TAN RUSSIAN CALF OXFORDS, welt soles and strap laces, value \$5.00; go in this sale, per pair	\$2.85

Bedspreads  
worth \$1.25  
In this Sale  
69¢

Bedspreads  
worth \$1.50  
In this Sale  
94¢

Bedspreads  
worth \$2.25  
In this Sale  
134¢

Bedspreads  
worth \$2.50  
In this Sale  
154¢

Bedspreads  
worth \$3.00  
In this Sale  
184¢